

SUMMARY & REFERENCES

SOCIETY

EFFICIENT MANAGEMENT

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CLUSTER AS INSTITUTIONAL FORM OF MARKET ORGANIZATION

This research reveals fundamental questions concerning industrial clusters in the context of market institutional theory. In particular, author provides evidences spatial arrangement of industrial clusters is the essence of the efficient market organization. Competing schools, which study industrial clusters, agree that common localization of certain interconnected economic subjects is determined by real life. This interconnection in informal in a sense that there is no common ownership or over companies. Therefore, industrial clusters are not hierarchical structures. Consequently, cluster is a specific market organization, which is structured by territorial principle. Such structuration allows creating a set of institutes, which are used by companies, which perform certain activities. In particular, these companies operate in industries, which are highly volatile and which have developed social institutes. Clusters are markets, where goods, services and knowledge are traded in the most effective way. Institutes, which are specific for this market form, allow creation among the cluster members, which smooths obstacles for acquiring and using knowledge created and used locally.

Key words: industrial clusters, cluster market organization, network market organization, cluster economy.

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HISTORY AND THE PRESENT

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LIFE AND DESTINY OF THE HISTORIAN: KONSTANTIN WILHELMOVICH NOTMAN (1901–1937)

The first in the historical literature is the scientific biography of the associate professor of the Leningrad University and the Leningrad Historical and Linguistic Institute Konstantin Notman. The main milestones of the life path and scientific and pedagogical activity of the historian are considered. Particular attention is paid to the complex relations of K.V. Notman with the leadership and party organization of LILL, the arrest and testimony given to him during the investigation of his case.

Key words: Konstantin Evgenievich Notman, Leningrad University, Leningrad Institute of History, Philosophy and Linguistics (LIFLI), Trotskyite-Zinoviev opposition, history of factories and plants, Soviet historiography of 1920–1930, political repressions in the USSR.

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ALEXANDER NEVSKY CATHEDRAL – THE MAIN CATHEDRAL OF THE CAUCASIAN MILITARY DISTRICT

The short history of the Aleksandro-Nevisky of a military cathedral reveals. The chief priest of the Caucasian Army archpriest S. Gumilevsky in 1864 gave a note in which, proved need of construction of a cathedral addressed to the Deputy of the Caucasus. The deputy of the Caucasus Grand duke Mikhail Nikolaevich with special attention treated the statement of the archpriest Gumilevsky as creation of a cathedral from the very first days of a namestnichestvo of the Grand duke was his personal treasured desire, – and also the place of creation of the temple – Gunibskaya Square and that this temple, intending for Church services, at the same time was a monument of the nice end of the Caucasian war was specified to them. Interesting archival data on a temple prichta which are for the first time introduced for scientific use are provided.

Key words: Caucasian military district, Chief priest of the Caucasian Army, Russian troops, Tiflis, fortress, Circassians, Aleksandro-Nevisky military cathedral, priest, deacon, psalm reader, patronal feast day, icon, altar.

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DISCOURSE STRATEGIES

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POSTHUMANISM IDEAS IN CULTURAL PERSPECTIVE

The article is devoted to the analysis of the posthumanism ideas in the context of the socio-cultural dynamics of the late XX and early XXI centuries. We point out that posthumanism is not just a philosophical concept, but an objective modern reality. The article analyzes in detail the differences between the basic postulates of posthumanism and the ideas of classical humanism. We also define the relationship between posthumanism and transhumanism, pointing out that transhumanism is simply an aspect, an integral part of the posthumanism conception. Particular attention is paid to the analysis of self-identity mechanisms transformation in the epoch of posthumanism domination. We come to the conclusion that in this process the role of the Imaginary sharply increases and self-identification occurs with something that does not exist in what we habitually call «objective reality»; and most importantly, this process will be permanent in the culture of the 21st century.

Key words: posthumanism, humanism, transhumanism, self-identification, art, cyborg.

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GLOBALIZATION: POLEMIC OF CIVILIZATIONS

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THE OCTOBER REVOLUTION AND ITS CONSEQUENCES

The article outlines four aspects of socialist revolutions contextualised by the October Revolution: the dynamics of political insurrection, the policies of the insurgents and the institutions and interests which conditioned their

policies, the achievements and shortcomings of revolutionary action, and counter-revolution, which dismantled the socialist system. In the absence of revolution in the industrialised countries of Europe, the Bolsheviks were confronted with the task of building socialism under unfavourable conditions. Significant progress was made in economic planning which was the basis for industrialisation, urbanisation and the formation of a socialist welfare state. Important advances were also made in reducing of inequality; though other forms of repression and discrimination continued and others were shaped by the new system. These developments had noteworthy international effects. It is contended that the socialist system did not collapse but was consciously taken apart. The rise of domestic class forces, aided by destabilising external powers, created conditions for the dismantling of the socialist system.

Key words: Dynamics of revolution, October Revolution, Soviet planning, class conflict, Soviet welfare, repression in USSR, dismantling USSR.

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FORMATION OF THE BURYAT ETHNOS IN THE STRUCTURE OF TERRITORY AND SOCIAL PLACE

In the literature there are two contrasting thesis about the formation of Buryat ethnos. One of the group argues that until Russian arrival to Baykal, Buryat ethnos had already existed. An other group of reserchers argue that Buryat ethnos appeared after Russian arrival to PreBaykal and ZaBaykal. In this study the problem of Buryat ethnogenes is studied through the concept of territorilization.

Key words: Buryat, ethnogenes, ethnos, teritorilization.

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SOCIAL PHENOMENA

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ECONOMIC DETERMINANTS OF ATTITUDES TOWARD HEALTH

The main goal of the presented research is to identify economic attitudes affecting the attitude towards health among three generations of modern Russia. Respondents were young Russians aged 18–25 (574 people); 293 people – representatives of the generations X and 184 respondents of 1943–1963 birth years. The questionnaire PVQ-R (Schwartz and etc., 2012) and the «Index relation to health and a healthy way of life» (Zakharenkov et al., 2013) were used as a methodological tools. Youth of Russia is more positively disposed to the increase of material well-being and less experienced the financial stress. Representatives of older age feel acute shortage of funds. Youth's attitudes toward health are more positive in comparison with the other generations of Russians. Through the regression analysis, it was found that the financial deprivation of the representatives of generation Y reduces the manifestation of social attitudes towards healthy lifestyles, while respondents aged 55–74 years, on the contrary, increases. The financial stress of respondents of the generation X and Y reduces the manifestation of the social component of the relationship to health. At the same time, among the representatives of the older generation the financial stress has a positive effect on the desire to change the social environment in accordance with their relation to health problems.

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HISTORY OF MATHERAN HILL STATION IN INDIA

Matheran is a result of Colonel Delamains report where the search to establish military sanatorium was started in 1829. It was rejected for habitat by the British military authorities for garrison purposes because it lacked continuous water-supply on the hill. When Hugh Pointz Malet was appointed as collector of Thana, he made attempt to explore the surrounding hills and one of the hill he climbed was the Matheran Hill, had he not taken a firm decision and convinced the Government, Matheran hill station was impossible any further for any kind of development. It was his clear approach to have habitation, attempted to explore springs, and entire surrounding regions of the hill to get knowledge of the mountain and develop hill station. Some of the few springs explored are Malet spring, Harrison spring, Ponsonby spring, Simpson's Tank, Walker's Tank, etc. Earlier these springs were the only sources of water-supply on the hill.

As the population of Matheran and tourist started increasing there was increasing demand for water, many bunds were constructed at the Charlotte Lake, which become one of the major source of water supply. Those who were not able to afford to spend on water carriers depended on springs and tanks. Today water carriers do not exist there is supply of water by taps. Almost every house in Matheran has water tap connection, or there is public stand post (public tap) where one can get water at fixed timings in morning and evening.

Presently Matheran is going through shortage of water because of growing tourist population which needs to be attended. The main argument of this article is to mention that the tiny hill station over a period of time since its discovery, there is lot pressure on environmental settings on the hill and the surrounding regions, I have experienced the hills in different seasons, the temperature on the hill is increasing and the forest cover depleting, with rampant construction of hotels, and also the residential houses because of growing number of tourist and local population. during the British period there was lot of check on number of residential plots and other construction activity, this has completely changed now. The very existence of Matheran hill needs to be protected there is rich flora and fauna needs protection with growing urbanisation around the hill. The urban greed of settlements and commercialisation of the region around the hill is challenge to the hill. The hill has a good circulation of air, and opening up the fine views, which were hidden in thick woods. It can be observed that jungle is becoming less, and undergoing huge change where at many places it has become barren without any trees which has also led to increasing temperature on the hill compared to fifty years back which I have experienced as and when I visited the hill. I was born on this hill and have been experiencing overall socio- economic and environmental changes on the Matheran hill and surrounding regions. Today the hill is undergoing the climate change, which has also brought change in amount of rainfall, intensity of winter and increasing summer temperatures. The maximum temperature in summer can reach between 30°C to 35°C and winter is 16°C to 18°C. The number of springs in market area and at different natural points have disappeared. In 2003 the Government declared Matheran and surrounding regions of the hill as eco sensitive zone, although this will bring some checks on illegal constructions and will help in protecting the forest. But this has also brought conflict with local population, because the number of families is grown and want new place to stay, the tribals are also facing problems because they are dependent on this forest for their livelihood, now finding difficult to survive. There is monitoring committee appointed to maintain environmental check, as a result no new construction, and no change in the land use pattern.

I may also point out that no new hill station is developed in India after the well known established hill station in India. Matheran needs good roads according to the heavy rains on the hill in monsoon. The local Municipal authorities can think of fencing on the hill / building boundary wall at strategic points on hill. This will add to safety measures for tourist population Collection of rain water on the hill, and water flowing down from hill and the neighbouring hills runs waste to the sea needs attention for storing, but there are several places where the water can be stored needs to be studied. If the arrangements for collecting the water is made, this could solve the problem of drinking water during summer for those villages in the surroundings of Matheran.

Matheran hill station is in transition, long ago there were no fans and air conditioners on the hill, but now the hill station needs this facility for better living comforts. The floating tourist population on the hill has increased and the Hotel industry has expanded, all modern amenities are made available to tourist which is available at plains. Creating environmental consciousness among the residents and tourist visiting Matheran is essential to protect the hill station beauty.

The man and environment relations are symbiotic, Matheran needs a sustainable model of development so that Matheran continues its existence, attempts have to be made to increase forest cover, building of Neral –Matheran ghat road, think of local transport and battery operated rickshaws so that it will benefit both tourist and local population. Matheran needs serious attention for education, health and employment for benefit of local population on the hill. The politicians have to rise above several differences to give new thought for development agenda of Matheran.

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LANGUAGES OF CULTURE

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IDENTITY AND MEMORY IN URBANONYMS OF MAGAS CITY

The article examines the symbolic structure of urbanonyms of Magas – the capital of Ingushetia- in their relation to the identity and memory nexus. The author notes that the Ingush model of urban toponymy construction differs considerably from that of other North Caucasus cities and from the models of other Ingush urban spaces (such as Nazran, Malgobek, Karabulak and Sunzha). In Magas, there are almost no pre-Soviet and Soviet symbols of nationwide magnitude, which do not directly relate to the Ingush history. The author assumes that Magas is both an area where the political and administrative elite are concentrated and a demonstrative platform that represents a symbolic capital of the Ingush. Magas urbanonyms entrench the Ingush memory texts, thereby ensuring the symbolic appropriation of space of sites in the area where continuous symbolic struggle for re-approval of the right for territory and that for history is part of the ideology and identity policy of the local elites.

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THE ACTUAL TRENDS IN THE FASHION PRESENTATION OF COSTUME DESIGNERS COLLECTIONS

In the work there are some studies about the inseparable connection between theatrical creativity, cinema and fashion with a comparative analysis of the main stages of their historical development; in the article there identify the main components of the stage image structure. We describe the artistic originality of modern fashion shows and with the method of comparative analysis it was described of modern art practices is, it is explained that the catwalk defile becomes not only a translation of fashion trends, but also complex theatrical finds of designers that form a new reality, future models, and the phenomenon of culture. The semiotic method uses to determinate the fashion image as the basic category in the scenic constructions of visual art, as the possibility to use the classical skeleton of the stage composition as a tool to create an artistic image of the fashion catwalk defile. Scenography and staging of a fashionable collection of the author's costume are compared with Oscar-winning Hollywood masterpieces. The common origins to form the image structure from the screens, stage and podium allow them to become new symbols of the era and the part of a new media culture..

Key words: plot, theater, cinema, fashion, image, costume design, fashion-show of collection

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WORLD OF ART CULTURE

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THE MODE OF BEING IN THE PAINTING OF DOMESTIC NEO-PRIMITIVISTS OF THE EARLY TWENTIETH CENTURY: THE CULTUROLOGICAL ANALYSIS

The purpose of this article is to identify and culturological analyst features of the representation of the artistic picture of the world in the painting of Russian neo-primitivism. The subject of the study determines the views of domestic neo-primitivists of the early twentieth century, combined with attempts to reconstruct folk artistic thinking and the concept of life. The characteristic features of the evolution of the artistic world of representatives of neo-primitivism in understanding and searching for new forms of creativity are considered. The methodological basis of the research is the philosophical and cultural approach, which allows the most complete and complete consideration of key issues related to the creative views of representatives of the Russian avant-garde of the early twentieth century. The author comes to the conclusion that the artistic picture of the world embodied in the painting of Russian neo-primitivism characterizes the primacy of transcendent consciousness, the belief

in the development of human capabilities and abilities for a different perception of the world and the universe, interiorization as the basis of human cognitive activity, unity and unity of all kinds of artistic activity, innovation of creativity, its orientation to the future, self-improvement and the improvement of the world.

Key words: Neo-primitivism, the artistic picture of the world, Russian avant-garde, folk aesthetics, Russian iconography.

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CULTURAL HERITAGE

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ART HISTORY IN THE DYNAMICS OF THE CULTURE OF KYRGYZSTAN OF THE XX – EARLY XXI CENTURIES

The article examines art history knowledge and its structural features. For the first time, the evolution of the Kyrgyz art history is analyzed for 100 years (1917–2017). The development of art criticism is given in the context of the dynamics of the culture of Kyrgyzstan throughout the XX – early XXI century; there are a description of the originality of art works in the 1920s–1930s, during the war and post-war period, from Khrushchev's «thaw» to «perestroika», as well as in the construction of the culture of modern Kyrgyzstan. Attention is focused on the decline in the level of development of art history in recent decades and its causes. The ways of the exit of the Kirghiz art history from the crisis is offered.

Key words: Dynamics of culture, art history, structure of art history, national culture, scientific tradition, institutes of artistic culture, modernization, globalization.

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MONEYBOX AS A CULTURAL PHENOMENON AND ITS EVOLUTION

The present low research degree of this object is surprising, because the moneybox is one of the most ancient and geographically widespread objects of the material culture. Just several decades ago, the moneybox attracted the interest of foreign historians, as well as that of sociologists, culture experts, ethnographers and educators. In today's Russia, the circle of interest consists of rare collectors only, and the bibliography relating to this topic in Russian publications is practically non-existent. The task of this article is to briefly review the evolution of the moneybox, as well as its forms and types, in the context of the general tendencies of the socioeconomic development, pedagogical theories and tastes of the time.

Key words: Piggy bank, penny bank, history, craft, artisan, artist, toy, art, children, souvenir, pedagogics, money, bank, save.

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**GEOPHYSICAL AND ECONOMIC DETERMINANTS OF WIND POWER DEVELOPMENT IN RUSSIA:
A CONTRADICTIONARY RELATIONSHIP**

The oil and gas abundance of the country stands out as one of the main reasons for the backlog of Russian wind energy. The development of specific projects in this area is associated with the approximation of the cost of wind energy to the cost of fossil energy. The contradictory relationship between economic and geophysical conditions of wind power development is estimated. On the one hand, Russia has enormous technical potential of wind energy. On the other hand, the vast territory coinciding with the zone of the most generous potential wind resources is characterized by the lack of a developed market environment. It is emphasized that in a number of remote regions of the Far North and the Far East, wind energy is not a source of profit, but is designed to perform socially important functions – social and environmental. It is suggested that the capacious potential market for wind energy systems can be both millions of individual farms and vegetable farms, and the cottages of Russian citizens – not a well-researched element of the national economy.

Key words: wind energy, wind parks, wind speed, geophysical determinants, cold climate, market environment, wind energy parks localization

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GLOBAL ECOLOGICAL CRISIS: MYTHS AND REALITY

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ABOUT MERCURY CONCENTRATION IN FISH IN THE MOUTH OF THE NORTHERN DVINA RIVER

A specific feature of the North European part of Russia and the mouth area of the Northern Dvina River in particular is bogging catchment area and, as a consequence, the high content of humic sub-stances and hydrogen ions, contributing to the formation of bioavailable forms of mercury. In such circumstances, even the background concentrations of mercury in water bodies can pose serious risks to aquatic organisms. The aim of the study was detection of peculiarities of accumulation and distribution of mercury in different species and tissues of fish of the Northern Dvina River – as one of components of the mercury cycle of the considered natural systems. The results of long-term studies of mercury concentrations in aquatic organisms of the Northern Dvina mouth area presented. The role of aquatic organisms as a component of biogeochemical cycle of mercury migration and transformation in north of the European part of Russia waters analyzed. Accumulation of mercury in different fish species investigated. Features of the distribution of different levels of metal in the tissues of the samples are revealed. A comparative analysis of the content and distribution of mercury species and tissues of aquatic organisms from other regions of circumpolar areas of the Earth researched. Features of accumulation of mercury by fish tissues depending on a season and water level regime are investigated.

Key words: mercury, aquatic organisms, migration and transformation, accumulation in the tissues, the northern rivers, mouth area of the Northern Dvina River.

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e-mail: aretejum@yandex.ru**SMALL AND LARGE SOLAR CYCLES IN THE SCANDINAVIAN FOREST**

The paper deals with the manifestations of even and odd solar cycles with the duration from 11 to 1430, 2860 and 5720 years in the changes of the forest growth on the territory Sweden. It is shown that the solar-terrestrial connections have different character in even and odd cycles.

Key words: solar cycles, forest growth, Sweden

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e-mail: mpotakhin@mail.ru**CHANGES OF BOTTOM SEDIMENTS OF VYGOZERO AS A RESULT OF MULTIFACTOR ANTHROPOGENIC IMPACT**

In the article, retrospective and contemporary data of the lithological, granulometric, and chemical composition of the bottom sediments of Lake Vygozero are present. The studied water body was in its natural form until 1933, then it was turned into a reservoir by anthropogenic transformation. The authors estimated the approximate rate of sedimentation in the reservoir in modern times and in the pre-industrial era. Granulometric fractions, which are indicators of changes in sedimentation conditions in Vygozero, have been identified. The content of the main elements and microelements in the upper layers of the bottom sediments were established, which allowed for confirmation of the results of the granulometric analysis, as well as illustrating the modern influence of the pulp and paper mill in Segezha on the water object under study. The element-indicators of the effect of long-range transport of pollutants on the ecosystem of the Vygozero reservoir are revealed.

Key words: Republic of Karelia, Vygozero, reservoir, bottom sediments, anthropogenic transformation, pulp-and-paper mill, granulometric composition, heavy metals.

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